

PRIVILEGED AND CONFIDENTIAL

PHILIP MORRIS  
Briefing of Executives

- I. Introduction
  - A. Description of procedure we will follow in briefing the executives and general advice with respect to testifying
  - B. Video excerpt from hearings before the House Subcommittee on Transportation, Tourism and Hazardous Materials (the Luken Subcommittee) on June 29, 1988 (the interrogation of K.V. Dey)
  - C. Description of various pending bills and the Congressional committees involved.
  - D. Summary discussion of the executive's personal background and experience at Philip Morris (his knowledge of and contact with the various topics in this outline)
- II. Addiction
  - A. Scientific background
  - B. Proposals for a new warning
- III. "Safe" Cigarette
  - A. Product improvements by PM and the industry
  - B. The "smokeless" cigarette
- IV. Preemption
  - A. The legal background
  - B. Proposals for repeal
- V. Current PM Advertising and Promotion
  - A. Proposed restrictions on the sponsorship of athletic events, billboards and sampling

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- B. Proposed restrictions on advertising  
(wholesale ban such as that imposed in  
Canada; elimination of the deduction for  
advertising expenses)
- C. The "American Smoker" Campaign
- VI. Scientific and Medical Issues: The Question  
of Causation
  - A. The charges against the product and the  
industry's response
  - B. Risk analysis
  - C. The industry's research effort (CTR; AMA;  
institutional research)
- VII. The "Daynard" - Cipollone Documents
  - A. The charge of misrepresentation
  - B. The charge of suppression
  - C. The charge of conspiracy
- VIII. Proposals that Cigarettes Be Regulated by  
the FDA or CPSC
- IX. Ingredients and Pesticides
- X. Fire-Safe Cigarette
- XI. Other Issues
  - A. Tar and Nicotine Testing
  - B. Diversification by cigarette manufacturers
  - C. Environmental smoking
- XII. Conclusion - Future Briefings and Preparation

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